SALES PAGE *Secrets*

How to write a sales page that can bring you more money by turning visitors into customers

EDMUND CHEW

Sales Page Secrets

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How to use this guide:

1. Read the 8 must-have elements in a sales page
2. Answer the 4 questions about your prospect and product.
3. Go through the sales page template written.
4. See my sales page written using this template.
5. Write your own sales page by modelling after the template, using your answers from the 4 questions to fill in the blanks.

Personal Message:

Thank you for getting a copy of Sales Page Secrets! I'm grateful you gave me the opportunity to share my knowledge.

In this guide I will share with you techniques that I've personally used for my sales/landing pages that have brought in 6-figure yearly revenues across my products and services.

While I cannot guarantee that your sales will go through the roof after reading this guide…

(Because your success depends on many other factors like your offer, product/service and target audience etc.)

You will have a better understanding of what a sales page must have to convert visitors into customers.

Hopefully you'll be able to use some of the strategies here to write a sales page that will bring you more customers!

Let's go!

Edmund Chew

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Why Creating A Sales page Is Like Having A Salesperson Working 24/7 For You

Imagine this:

You walk into a huge electronics store, looking for a new washing machine for your new home. And you know nothing about washing machines except that they wash your clothes.

You arrive at the section displaying different brands of washing machines. At this point, a salesman walks up to you and says:

“Hi, are you looking for a washing machine but don’t know where to start?

I’m trained in knowing all the functions in all the brands of washing machines here and would like to help you out.

Well, many new homeowners often face the problem of choosing a good washing machine. They end up getting one which consumes so much electricity which brings up the cost of their electricity bill.

This Brand X washing machine you are looking at right now has an amazing feature where it can function both as a washer and dryer for your laundry! Plus, it is 30% more energy-efficient as compared to the average washing machine, which means cost savings for you!

The latest in the market, we’ve sold more than 500 units of it last month and have received many good reviews about it.

Look at this feedback survey we’ve gotten from our customer: she said it’s so easy to use and she can now wash and dry a set of clothes in just 30mins!

We are having an ongoing promotion that ends 3 days from now. Instead of the usual price of $1299, you can purchase it at just $799.

Plus, there is a 2 year warranty which usually is chargeable at $199, but if you purchase this today, it will be given free for you.

In short, at just $799, you actually are getting $1299+$199 worth of value, which means you are effectively saving $699.

Would you like to consider this model?"

Now, you may or may not be keen to buy a washing machine, but the salesman has definitely caught your attention, and certainly helped you to understand a little bit more about washing machines, and possibly made you consider the one he's promoting.

Your sales page is like your salesman above who keeps educating and promoting your product to every customer who walks into the washing machine section of your store. Except now your store is your online site and it's operating 24/7.

If you are the owner of the huge electronic store, which scenario do you think will bring you more sales?

1) Having a dedicated "salesman" at each section of the store who is well-trained and has good knowledge in the particular range of products (e.g. washing machines) or

2) Having a generic store assistant in charge of selling many different types of products, but having only minimal knowledge about them?

I think you will agree option 1 will definitely be more likely to help bring in more sales for you.

Be it a product or a service you offer, having a sales page will help you tremendously. It helps to educate your customer, answer the doubts they

have, and make them really be attracted to the benefits of your product and therefore convince them to purchase it.

A sales page is not a website.

Many businesses have a generic website, describing who they are and what they do, but most don't have a dedicated sales page selling just that one product or service.

If you want to sell a particular product/service, you don't just need a website. You need a sales page to do the selling for you, and this is what I will be teaching you in the next part, how to write a sales page that turns your readers into your customers.

The 8 Must-Haves In A Sales Page To Turn Your Website Visitors Into Customers

To write a sales page that converts well takes years of practice. However, after years of writing countless sales pages, I've found a framework that works for me and can be replicated easily. I use this framework to sell not just my online courses, but also my physical products and services.

In this chapter, I will talk about the elements of a high-converting sales page, followed by giving you a framework of how your sales page should look like.

The 8 Elements Of A High-Converting Sales Page

1) A good offer
2) A hook
3) Unique mechanism of problem and solution
4) Multiple call-to-action (CTA) buttons
5) Social proof
6) Value stacking
7) Scarcity/Urgency
8) Frequently asked questions (FAQs)

Before I dive into elaborating each point, you need to remember this:

Your sales page has only 1 objective.

That is for your reader to click on the call-to-action button so they buy your product or give you their contact information. All the effort you put into crafting your sales page is for that 1 main goal, for them to click the call-to-action button!

Now, I will show you how to achieve that by having these 8 elements in your page.

Element 1 - A good offer

Of the 8 elements stated, I'll rank this as the most important because if you don't have a good offer, it will be hard to convert traffic into sales.

A good offer is one that is attractive to your target audience. It doesn't necessarily just mean a huge discount off your usual price.

Let me give you an example of my physical music course. My offer is a 2 hour ukulele workshop where anyone can join even if they have zero music experience. They can learn to play and sing on the ukulele by the end of the 2 hours. Plus, if they sign up for it, they get to bring home a ukulele worth $109 for free! I charged $109 for the 2 hour workshop. Not too bad an offer for someone who has always wanted to learn the ukulele!

I'm only able to create this offer because we manufacture our own instruments thus we have the economics to do so. Ultimately your offer has to make sense economically.

When creating your offer, think about the value your buyer will get. On top of helping them achieve their desired outcome through your course, you can think about how to add more value to your offer. One example is giving them additional bonuses to help them achieve their goal faster or with less effort. Bonuses could be an extra video tutorial or PDF or any tool that can benefit them.

Element 2 - A hook

What is a hook? Basically, it's a headline that aims to grab the attention of your target audience. As the name suggests, the headline is meant to "hook" them and get their attention to read what you have to offer.

To help you come up with a headline easily, here are 3 formulas you can use:

Hook formula #1 - Get (desired outcome) without (pain)

Most people would prefer taking the path of least effort when trying to accomplish a task. Instead of “no pain no gain”, people just want the “gain”.

Here are some examples in various niches:

“Lose weight without having to hit the gym!”
(Fitness related niche)

“Learn how to swim easily without struggling in the water!”
(Learning/enrichment niche)

“Come back to a sparkling clean home without you having to lift your finger”
(Home services niche)

“Excel in mathematics without practising blindly!”
(Education niche)

This formula works all the time across any industry as long as you can identify the pain points.

Hook Formula #2 - Get (desired results) in (time frame)

We live in a fast-paced world and people usually want to see results fast or at least know when they can attain an outcome.

Here are some examples:

“Lost 7 kg in just 2 weeks!”

“Learn to build your own website in just 2 hours!”

“Buy your travel insurance in just 2 minutes!”

“Single and available? Our app finds you a date in just 5 minutes!”

Hook Formula #3 - Always wanted to (desired outcome) but don't know how to (commonly-assumed-required-skill)?

This is one of my favourite formulas because it's really easy to use and can be used all the time.

In fact, you can even end the headline with just "but don't know how?" For example:

"Want to create an online course but don't know how?"

But if you could add in a required skill that people assume is needed for that desired outcome, it works better.

Here are some examples:

"Want to create an online course but you don't know how to build a website?"

"Always wanted to write good headlines but think your English is poor?"

"Want to be a guitar player but have zero knowledge in music?"

This formula is quite similar to formula #1, but it challenges the assumption most people have and makes them interested to find out how it's possible.

The idea of such a headline is to grab their attention and get them to read the rest of your sales page.

Element 3 - Unique mechanism of problem and solution

The unique mechanism explains to our prospect why they are struggling to achieve a goal.

It comes in 2 parts:

1) The unique mechanism behind the **problem** they face
2) The unique mechanism behind the **solution** to that problem

By showing the unique mechanism behind the problem, you get the prospect to understand why they've failed in the past.

By showing the unique mechanism behind the solution, you get the prospect to believe your product can help them achieve their goal successfully.

It's like telling your prospect the real reason why they haven't been able to achieve results - the one missing piece of crucial information that's been holding them back.

Example #1 - Beginner piano lessons

Unique mechanism behind the problem of beginners learning piano:

Most music teachers start teaching beginners how to read musical notes before getting them to play a song on the piano. They also teach theory concepts which can be confusing to someone who is just starting out.

If you are new to learning piano, and you start by learning these theory stuff first, you will probably be very confused. Worse, you lose interest after struggling to understand them and give up learning because after a few lessons, you still won't be able to play any songs on the piano.

Unique mechanism behind the solution:

After many years of teaching beginners how to play piano, we realised there is no need to learn how to read notes at the start.

In fact, to get started playing chords that can let you play your favourite pop songs, all you need is to form one simple shape on your right hand. Once you've formed that shape, you can use the same shape to move it around to form other chords.

Once we taught this method to our students, they could start playing on the piano with both hands within 2 hours!

Example #2 - Mathematics tuition

Unique mechanism behind the problem of struggling Maths students:

We have always been told to practise hard if we want to ace Maths. This will usually lead to many students practising blindly, attempting questions after questions in hopes of ‘getting better’ at them.

But the problem they still don’t do well is because they fail to understand what the question is looking for and have not mastered the mathematical concepts required to answer the question.

Unique mechanism behind the solution:

After years of helping students ace their exams, we have a proven framework to help students break down a question so that it is easy to understand how to find the solution to it.

Our lessons are designed to help students internalise the concepts instead of just practising blindly. We noticed that once our students truly grasp the concept, and then learn how to find what the question is looking for, they usually will score well without having to practise too much.

Element 4 - Multiple call-to-action (CTA) buttons

As you build and write your sales page, I recommend having at least 3 call-to-action buttons on your landing page.

The ultimate objective of your landing page is for your reader to click the CTA button, because you want them to take an action so you can achieve your outcome, either earning the sale or getting their contact so you can follow up.

I usually insert at least 3 CTA buttons, one right below the hook, one right after social proof, and one at the bottom.

An important note on your CTA button is that the words in the button should be written in the perspective of your reader. It shouldn't just be a "Click here to learn more"

For example, all my CTAs are "I want to learn (desired outcome) now!"

Since one of my online courses teaches beginners learning how to play piano, my CTAs are "I want to learn piano fast" "I want to learn piano now"

So the formula for your CTA should be:

I want to get (desired results/benefits) now!
I want (crazy offer) now!

Element 5 - Social proof

If your product has helped your past clients achieve a desired outcome you would want to show proof of it. It can be a written or video testimonial, a review on your Facebook page, or even a screenshot of a conversation in Whatsapp of your client thanking you.

This elevates your credibility and it also helps your prospect believe they can achieve the outcome after buying your product.

Element 6 - Value stacking

Whichever niche or industry you are in, there are definitely competitors and you need to stand out from them. Why should your prospect choose you since others can also offer the same product/service?

Here is why you have to brainstorm how you can add value before applying this concept called value stacking to make your sales page convert better.

Value stacking means listing out other bonuses you can include (on top of your product) and giving a monetary value to that, before totalling it up and then slashing it down, telling your reader you will not charge that amount, as long as they take action now.

Here's an example of how you can value stack:

Let's say you're a yoga teacher and you now have an online course that costs $200.

If your prospect purchases with you, on top of the online yoga course, you will be giving away these bonuses:

- An additional hour live yoga session (worth $70)
- A PDF guide of 10 yoga exercises they can do daily (worth $27)
- Another yoga course with different outcomes (worth $200)

Then you value stack it and give a huge discount:

The total value of the online yoga course and bonuses you are giving is worth $497. But if they sign up now, they can enjoy everything at just the price of just $200. (And save $297!)

Doing this will usually make an offer attractive.

So you have to think of the value you can offer on top of your main product.

Bonuses that can make your offer seem enticing are usually resources that can help your prospect achieve his goal either faster or easier.

Element 7 - Scarcity & Urgency

After you've value stacked, you need to employ the element of scarcity or urgency for your reader to take action.

Scarcity and urgency are 2 different elements but to me, hey come hand-in-hand.

Scarcity means - there are only 5 slots left, so you better take action and sign up now.

Urgency means - this crazy promotion is only extended to you for the next 2 hours, so you better take action and sign up now!

There are various ways to use the scarcity/urgency techniques, but remember, you have to be real about it and stick to what you say.

If you are running an offer for just 12 hours, then if someone emails you 1 day later to ask if you can still give this offer, you have to be fair and say no.

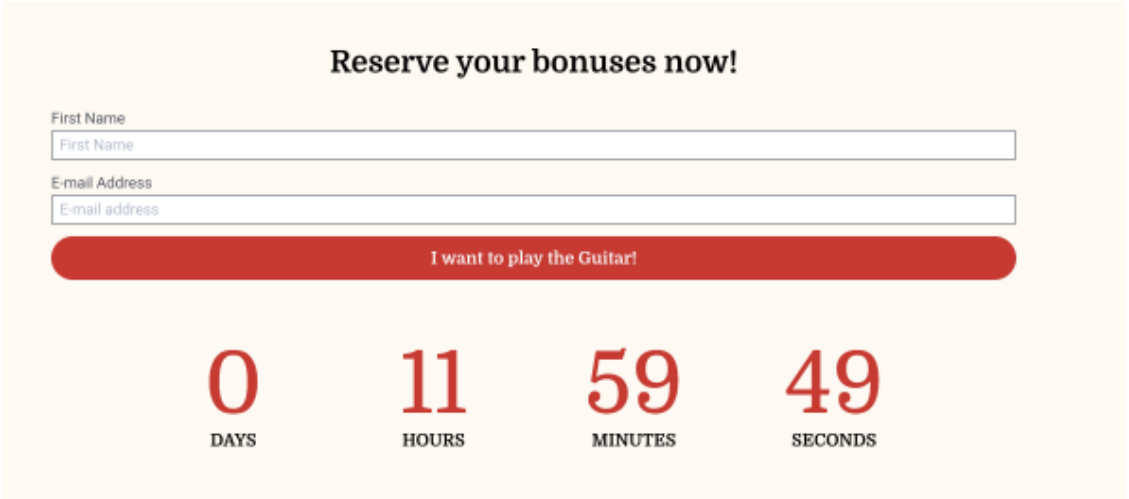
If you say there are only 10 slots available for your fitness class, then there should really only be 10 students when your customer comes for class.

There must always be alignment in what you say online and what you offer in person.

With the final part of your sales page being an urgency element, ideally your reader will click on the CTA to give you your own desired outcome, whether it's buying a product or giving you their contact details.

In the sales page of my guitar course, I offer the prospect a series of bonuses if they register their interest with me in the next 12 hours.

Here is an example of the CTA on on that page:



The countdown timer helps to drive urgency.

Element 8 - FAQ section

This segment is important and has proven to increase conversion rates. Your frequently asked questions can be at the bottom of your page, addressing any questions your reader may still have.

This section is supposed to clear up any confusion people may have.

Remind them what product you're offering, how it is different from others, shipping details if any, why it's important to take action today, terms of guarantee and how to buy.

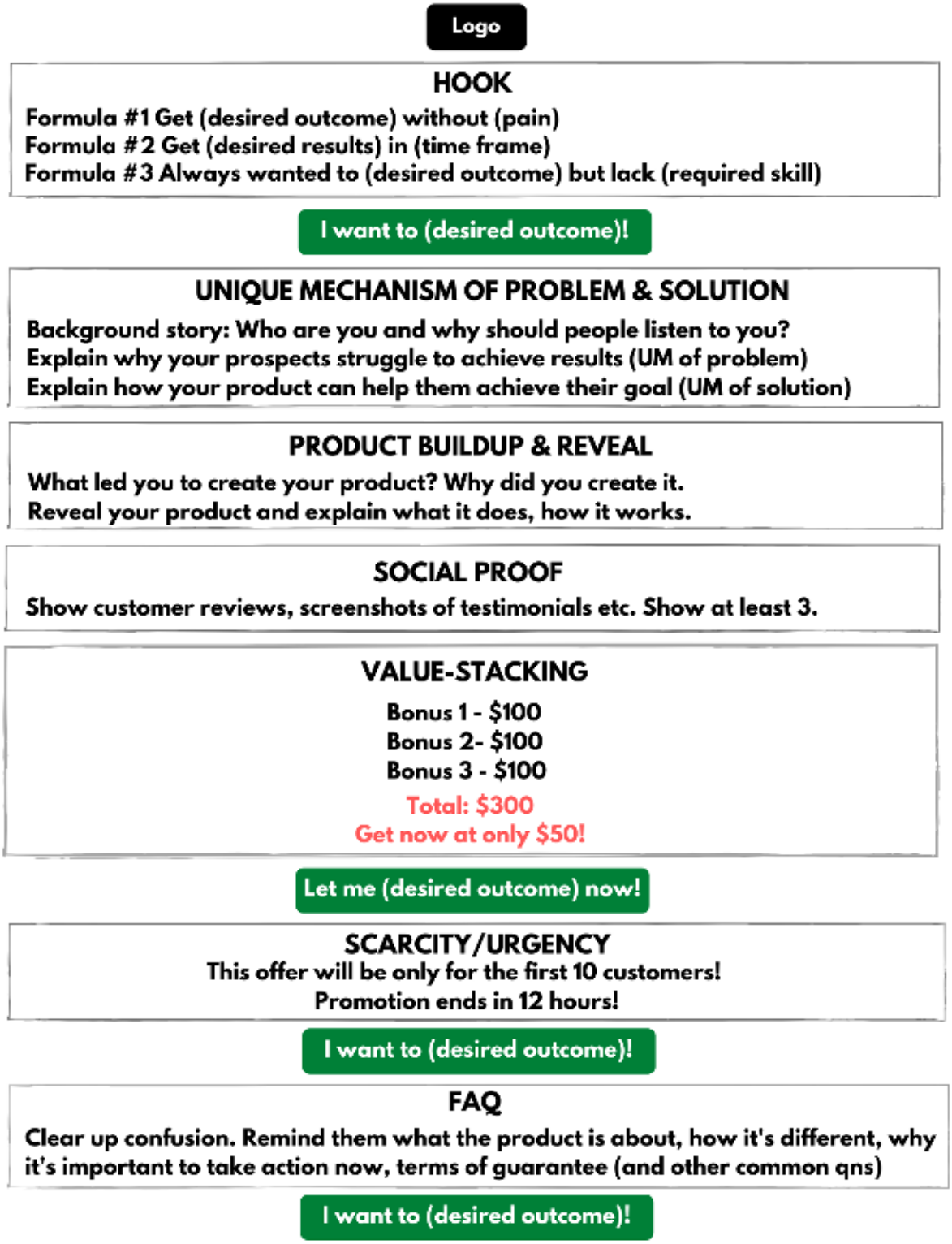
Using a yoga class for example:

FAQ:

1) How are your yoga programmes different from others?
2) What happens if I miss a class?
3) Do you accept instalments?
4) Where are you located?

Usually right below my FAQ, there will be a CTA button too, so that works out to be 4 CTA buttons on my sales page.

To summarise, here's an illustration of how your landing page should look like:



Knowing Your Prospect

To get the most value out of this PDF, spend a few minutes to answer the 4 questions:

1. What is the desired outcome of your prospect?

2. What problem/struggles does your prospect face that is stopping them from achieving their desired outcome?

3. What's the unique mechanism of the problem, and what is the unique mechanism of your solution that can solve that problem?

4. What's your background story that led you to create your product?

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1. What is the desired outcome of your prospect?

(In other words, what does a dream come true look like for them?)

List it down in 5 words or less.

1.

Examples:

If I'm a Maths tutor, my prospect's (in this case the parents, not the kid) desired outcome would be for their kid to:

- Score A in Maths
- Not flunk Maths

If I'm a fitness coach, my prospect's desired outcome would be to:

- Lose weight easily
- Get a ripped body

For me, my online piano course targets beginners, so their desired outcome would be:

- Play piano easily
- Learn piano fast
- Play with both hands effortlessly

2. What problem/struggles does your prospect face that is stopping them from achieving their desired outcome?

List at least 3, in 5 words or less.

1.

2.

3.

Examples:

Maths tutor's prospects:

- Unmotivated child
- Child practising blindly
- Too busy to coach child

Fitness coach's prospects:

- No time for gym
- Don't feel like dieting
- Lack of discipline

My prospect:

- No music background/experience
- No time to learn
- Don't understand music theory

3. What's the unique mechanism of the problem, and what is the unique mechanism of your solution that can solve that problem?

Unique mechanism of problem:

Unique mechanism of solution:

Maths tutor example:

Unique mechanism of problem:

Students fail to do well in Maths because they practise blindly without first grasping the concepts.

Unique mechanism of solution:

Instead of practising blindly, understand the concepts first and learn to break down each question to find out what they are looking for.

Fitness coach example:

Unique mechanism of problem:

Prospects fail to lose weight even after going to the gym 3 times a week.

Unique mechanism of solution:

Instead of going to the gym 3 times a week, it's about having the right workout sequence and diet in place. Prospect should first start with a cardio workout before hitting the weights, and cut back on a heavy carbohydrate diet.

Piano teacher example:

Unique mechanism of problem:

Students get stuck learning to play a song because they struggle to read musical notes.

Unique mechanism of solution:

Instead of learning musical notes first, they learn how to play chords using just 1 shape which will allow them to play on both hands and even sing along to their favourite pop songs.

Once you have written the points, you can insert it into the sales page template to suit your niche.

4. What's your background story that led you to create your product?

In 3 sentences or less, describe why you created this product and how you discovered your method/approach that works.

Maths tutor example:

Having taught hundreds of students, I noticed that those who practised regularly/hard didn't translate to better grades.

It made me realise that it has got to do with 2 things, the understanding of the question and the concept needed to tackle the question.

I changed my teaching approach and instantly saw an improvement in my students.

Fitness coach example:

I was once an overweight kid and struggled to lose weight even hitting the gym regularly.

Chanced upon a guy in the gym who told me the importance of burning fats via more high intensity workouts and also eating less rice/noodles daily.

This made me change my whole workout routine and diet which allowed me to lose 3 kg in just 7 days!

Piano teacher example:

I hated piano lessons when I was a kid as I struggled to understand music theory, plus I had to practise like mad for piano exams.

One teacher introduced me to the world of playing pop piano… which didn't require me to read complex notes.

I spotted a pattern - that with just one chord shape, it will allow me to play many different songs.

Now, as a piano teacher, I teach this pattern to beginners who want to learn pop songs fast.

Sales Page Template
(Fill in the blanks)

Note:

- This template contains the 8 must-have elements.

- But I added 2 sections after the hook:

1) A lead (basically a paragraph to continue grabbing the reader's attention)

2) A product overview

- The rationale behind adding these 2 sections is to cater to readers who might not have the interest to read too much, or already have the intention to buy your product without having to scroll through the whole sales letter.

- So here's how the sales page will be like:

➔ Headline/Hook
➔ Lead
➔ Product overview
➔ Background story
➔ Unique mechanism of problem
➔ Unique mechanism of solution
➔ Product buildup + reveal
➔ Social proof
➔ Value stack
➔ Scarcity/urgency
➔ FAQ

Headline/Hook

New Course Reveals A Unique Approach to [DESIRED OUTCOME] without [PAIN]?

[No PAIN #1 needed]
[No PAIN #2 required]

Lead

If you've always wanted to [DESIRED OUTCOME]...

But have been told:

["Common misbelief #1"]
["Common misbelief #2"]
["Common misbelief #3"]

Then you've been LIED to!

The truth is there's a simple and progressive method to [DESIRED OUTCOME]

Read on to find out how

Product overview

What is [COURSE NAME]?

[COURSE NAME] is an online course that helps you to [DESIRED OUTCOME] in a step-by-step and easy-to-follow method.

It consists of [DESCRIBE COURSE DETAILS, eg how many videos].

You can now get [DESIRED OUTCOME] without [PAIN/STRUGGLE]!

[INSERT CALL TO ACTION/BUY BUTTON]

Background story

Hi, I'm XYZ.

Here's a short story of how I went from [DESCRIBE YOUR BEFORE SCENARIO] to now helping people get [DESIRED OUTCOME] through my unique approach.

You see, [DESIRED OUTCOME] can be tough.

How do I know?

Because I [BACKGROUND STORY OF HOW YOU DISCOVERED WHY PEOPLE FAIL TO GET DESIRED OUTCOME]

If you read on, you will find out how you can get [DESIRED OUTCOME] without having to [PAIN].

Let me explain:

Unique mechanism of problem

Why you don't have to [STRUGGLE/PAIN] to get [DESIRED OUTCOME]

The reason why most people struggle to get [DESIRED OUTCOME] is because of [UM of PROBLEM (UM=unique mechanism)]

(Elaborate in detail here the UM of the problem)

This is why it leaves them feeling [NEGATIVE EMOTION, eg, frustrated, confused, feel like giving up]

Unique mechanism of solution

The NEW method to get [DESIRED OUTCOME] easily!

Here’s what I discovered:

I realised that by [UM of solution to problem]...

It will allow you to get [DESIRED OUTCOME].

How it works:

[EASY STEP 1]
[EASY STEP 2]
[EASY STEP 3]

This is my/our proven method that helped hundreds of our students/clients successfully get results.

Product buildup + reveal

When I discovered this method, my first thought was: “Why didn’t anyone tell me about this earlier?!”

Why wasn’t anyone teaching this?

Why can’t people just learn [UM of solution] instead of [PAIN/STRUGGLE]?

When I learned that many people were failing to get [DESIRED OUTCOME] because of this misinformation/lack of knowledge…

I had to do something about it.

Because I know getting [DESIRED OUTCOME] is possible and within reach for everybody.

Regardless of their background, prior experience or knowledge.

Therefore…

I created this course called:

[COURSE NAME]

[COURSE NAME] was created to help anyone who wants to get [DESIRED OUTCOME] easily!

- insert course image -

For many years, this method was kept hush-hush.

Only my students/clients get to learn it.

But for the very first time…

I'm making our proven method online for anyone who wants to get [DESIRED OUTCOME] fast/easily!

With this online course, you can learn anywhere and anytime you want.

What you will learn:

1) Understanding the basics of…
2) How to…
3) Why…

[INSERT VIDEO PREVIEW OF COURSE HERE]

Why you should get this:

Most people struggle to achieve [DESIRED OUTCOME] because they struggle with [PROBLEMS]

But if you use our proven approach and [insert UM of solution]...

You will be able to get [DESIRED OUTCOME] in just [TIME FRAME]!

Social proof

Don’t believe it?

Then watch what our past clients/students have to say about us:

[INSERT SOCIAL PROOF HERE. Videos, images, screenshots of Whatsapp texts etc]

Value stack

SPECIAL OFFER FOR YOU

If you’re read so far, I’m guessing you’re pretty serious about getting [DESIRED OUTCOME]

And I want to give you a really good offer.

Here’s the usual price of [COURSE NAME]

But for a very limited time only…

We are going to give you a never-before crazy offer.

You don’t need to pay (usual price) worth of lessons

You can now get [COURSE NAME] at just

$____

Plus, if you get our online course today, you also get

BONUSES (if any)

Scarcity/Urgency

This Offer Won’t Last Long…

The truth is...

I was planning on selling this course for $XXX, but the higher price point meant it would be difficult to help more people.

By lowering the price to $XX, it allows me to impact more people and help them [insert what you're helping them achieve]

Why would I do that?

Simple. I'm making this offer with the idea that you'll be impressed with what I’m going to teach and you'll want to do more business with me in the future.

Perhaps you'll enjoy the course so much, you'll call and ask to take additional classes or training from me.

Pretty straightforward.

Anyway - with all of that said, this is a limited offer which I won’t be giving forever.

FAQ

Frequently Asked Questions:

1. Will this course really help me to get [DESIRED OUTCOME]?

2. How is this course different from others?

3. How do I access this course?

4. What if I don't like the course after buying it? Can I get a refund?

Ans: Download the course, go through it and apply what you learn there. If you find yourself not learning anything from this course and you want your money back, send an email to _____, request for a refund within 30 days. With no questions asked, you'll get your money back.

Sales Page Example

To see the whole framework in action, check out the sales page for my Flexi-Piano Starter Kit product here:

https://register.travelclef.com/fpsk-sp

FAQ

These are some questions I figure you may have after going through this guide and the example above:

1. Where to create my sales/landing page?

If you have an existing website, you can use it to host your sales page.

Ideally each product/service should have their own sales copy.

If you don't have any website, you can use a landing page software (which is what I do) because they are really easy to use. You can build a landing page in just minutes. If you know how to use a mouse, you will know how to build one because it's just drag-and-drop!

I'm currently using Leadpages for my sales page. Price starts at $25/month.

Another reason why I use Leadpages is also because it integrates with an email marketing automation software called Drip, which basically is like my 24/7 personal assistant following up with potential customers.

2. Is there a recommended word count I should follow? Must it be so long like yours?

Nope there isn't any recommended word count for your sales page. The example I showed you above is considered short. Some sales pages can go up to 10000 words. (for higher priced products)

As long as you can harness the desire of your audience onto your product it's fine even if it's less than 500 words.

What I showed above is just my own way of writing my sales page that has proven to convert well for me.

3. Must I have all the 8 elements in a sales page you described?

The 8 elements are what I've identified to have worked for me and if you can have them it'll be good.

Of course it's not a hard and fast rule you must follow. At the very least, you should have a hook, unique mechanism, and call-to-action for your sales page visitors - whether it's to buy something, to submit a form, or to call/sms you.

You've completed this guide and now it's time to take action! Thank you once again for taking time to read this material. If you have any questions you can email me at hello@edmundchew.com